



## Once there were scatter losses. Today there is B2B Audience Marketing.

### With us you always get through to your target group

Once a year, all the decision-makers in your industry meet at the relevant leading trade fair. That is where innovative products are showcased, developments in the particular industry are discussed and new contacts are sought. But now even more is possible: today you can reach your business contacts not only during the event and on the spot, but also online and throughout the year – with customised communication with almost no scatter losses.

Our unique B2B Audience Marketing optimises your customer approach with pinpoint accuracy on the basis of high-quality data: this exclusive access to the target groups enables you to achieve your individual campaign goals (such as awareness, qualified traffic, lead generation, etc.) in the easiest way imaginable.

#### What you gain

- You address top target groups
- Minimised scatter losses
- Detailed reports
- Year-round availability

#### What we offer

- Only 4 weeks run-up
- At least 4 weeks campaign running time

Just contact us – we'll be pleased to advise you!

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